

Re: FW: Attn: Kerry - Hollywood Entertainment BI...

Subject: Re: FW: Attn: Kerry - Hollywood Entertainment BID - Upcoming event Nov 5th & 6th - reveLation LA
From: Sarah Whitaker <sarah@parkerwhitaker.com>
Date: 10/24/2016 08:17 PM
To: Kerry Morrison <Kerry@hollywoodbid.org>, Lisa Schechter <lisa@mediadistrict.org>

Thank you so much for the intro Kerry!

Hi there Lisa! Wonderful to e-meet you. We would love to have any help with promoting for the event you may be able to do! Maybe a blurb on the NEWS page or on and social sites you may run for the neighborhood district. Additionally we would love to invite some of store owners/buyers who may be located in the BID to join us during the Market days to meet the pop-up brands and evening fashion shows to meet the designers. Please do let me know your thoughts! I'm free to hop on a call or some meet you in person to talk a bit more about the event and how we can bring in more consumers and generate more awareness!

Thank you so much for your time!

Sarah Whitaker
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On 10/24/2016 1:06 PM, Kerry Morrison wrote:

Hi Lisa, I am putting you in contact with Sarah who is promoting an event at Siren Studios in your BID next month - looks very cool. Open to the public designer shows and fashion shows. Can you help to publicize?

Sounds like a great opportunity for the public to come into your BID!

Thanks for taking a look at this - I'm planning to swing on down as well!

Kerry

From: Sarah Whitaker [<mailto:sarah@parkerwhitaker.com>]
Sent: Friday, October 21, 2016 1:43 PM
To: Kerry Morrison <Kerry@hollywoodbid.org>
Subject: Attn: Kerry - Hollywood Entertainment BID - Upcoming event Nov 5th & 6th - reveLation LA

Dear Kerry,

Thank you so much for chatting with me today! I'm so glad to connect with you. We'd love to come meet you in person as well and see that retail space so we know and can have it in our minds for any designers who ask us! We would definitely love to have the property owner come and check out the pop ups as well to talk to them all about the space.

I look forward to your email and any connections you can make for me would be so amazing (Hollywood Media District BID, Hollywood Chamber of Commerce, etc.) and a good list of schools for me to reach out to! :) Attached are a few fliers for the panels and some event fliers. Thank you so much for your support and help with sharing these, etc. :) *Below the event info is a bit more info on my company and our sites/social channels!

We are working with the Melrose Ave BID to get in touch with the district store buyers and owners to invite them to come and meet the

popups. We are also working with the dtla LA Fashion District to build awareness and get brands involved. We want to facilitate the process of brands and designers meeting store and boutique buyers/owners and assist with those relationships forming in order for potential future order placement and sales. Our goal is to re-invigorate the market and bring brands to buyers, buyers to brands, and consumers to brands in a comfortable, energetic environment.

Additionally we have invited a number of the local fashion schools and high schools to come using a special Student code.
[STUDREVMARKET]

The event includes daytime shopping and targeted industry panels. In the evening the event turns into a fashion show space where 6 major shows will happen at 8pm-10pm. A few of our supporters include the DTLA Fashion District, Indie Source, CA Fashion Association, The New Mart, The Fashion Business Inc, FIDM, Purcraft, Apparel News, LAWeekly, Vintage Bar Group, Melrose Shopping District BID. On the event website you are able to view participating Pop ups, Full Schedule, Partners & Friends, DJs, Speakers, etc.

ReveLation LA Market - For the Public and The Trade - Nov 5th and 6th at SIREN STUDIOS www.revelationla.com

This November 5th & 6th at Siren Studios the reveLation LA Tradeshow will present up to 30 pop-up shops featuring LA-based designer apparel, accessory, shoe, and product brands. These pop-ups will range from established stores to newcomers in the industry, yet they will all have one thing in common. They are all presenting items that are available for the new generation of the *See-Now / Buy-Now* Retailer and Consumer. We are happy to host a select list of Los Angeles store buyers and shop owners to meet the presenting pop-up brands to find out what may be a great fit for their shops for the coming season(s). The event is also open to the public bringing in consumers to shop the pop-ups all weekend.

The all-encompassing industry event provides a unique and alternative style environment for consumers and the public to shop the pop-ups, register for an industry panel Q&A, have a drink at the bar, enjoy the DJ, experience and on-site activation.

Market Hours are Sat Nov 5th/Sun Nov 6th: 12pm-6pm
Fashion Shows are at 8pm each night
Event Location: Siren Studios Orange - 1050 N Orange Drive, LA, CA 90038

CURRENTLY FEATURED INDUSTRY DAYTIME PANELS & Events:

*Saturday, November 5th 10am-12pm - INTIMATE INDUSTRY BREAKFAST: Special Guest: Designer to the Stars [Michael Costello](#). [TICKETS](#)

*Saturday, November 5th 2pm - BIZ TO THE BIZ: [CFA](#) President, [Ilse Metchek](#) leads an industry look on the inner workings of the fashion business in Los Angeles. Panelists Featured: Trish Concannon, Executive Director of [Fashion Business Inc](#), & Ashleigh Kaspszak, Marketing and PR Director of [The New Mart](#), Sam Simon of Indie Source, and David Dea, FIDM Professor, Director of [Purcraft](#) and also Director of [Factory Direct Tradeshow](#). [TICKETS](#)

*Saturday, November 5th 3:30pm - STYLED BY: Featuring Celeb Stylist [Ali Levine](#) and TV/Film Wardrobe Stylist [Autumn Rae Steed](#) [TICKETS](#)

*Sunday, November 6th 2pm - BLOGGERS ROUNDTABLE: Inspirational Woman Project creator and writer for Huffington Post, [Bri Seeley](#) moderates as Fashion & Lifestyle bloggers [Lisa Linh](#), [Style Wax Poetic](#), and [Gwen Paja](#) (The LA Girl) will take you through the ins and outs of maintaining a successful social media voice, from monetizing your blog to creating original content. [TICKETS](#)

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You can view some previous work at (www.parkerwhitaker.com).
[BCBGMAXAZRIA show for Make-A-Wish](#)

Fashion Producers of the **Moschino show with a Jeremy Scott Resort 2017** collection, the **Hood By Air Fall/Winter** presentation, and the **GOLFWANG By Tyler The Creator** show with **MADE LA** at L.A.Live.

A Few Past Projects:

Harper's Bazaar (BCBGMAXAZRIA show)

<http://www.harpersbazaar.com/fashion/fashion-week/news/a17338/bcbg-make-a-wish-fashion-show/>

Marie Claire (BCBGMAXAZRIA show)

<http://www.marieclaire.com.au/article/fashion/make-a-wish-kids-fashion-show>

Vogue (MADE LA)

<http://www.vogue.com/13445557/moschino-los-angeles-spring-resort-2017/>

Huffington Post (LA Fashion Week)

http://www.huffingtonpost.com/philip-morton/la-fashion-week-sizzles_b_6870112.html

Harper's Bazaar (Kids Show)

<http://www.harpersbazaar.com/fashion/designers/news/a12509/noa-make-a-wish-fashion-show-la-fashion-week/>

Glamour Magazine (Kids show)

<http://www.glamour.com/fashion/blogs/dressed/2015/10/11-year-old-designer-noa-sorre>

LA Fashion Judge (Art Hearts Fashion)

<http://www.lafashionweek.com/2015/03/art-hearts-fashion-presented-by-aids-healthcare-foundation-the-taglyan-complex-in-hollywood.html>

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